Camera Placements

Region TC Report

2042816649

DART

PENETRATION ANALYSIS
ACCOUNTS BY REGION & OWNERSHIP

4/18/94
National

Eff Date 04/10/94

	GRAND TOTAL	TOTAL CHAIN	TOTAL INDEP	REGION 1 CHAIN	REGION 1 INDEP	REGION 2 CHAIN	REGION 2 INDEP	REGION 3 CHAIN	REGION 3 INDEP	REGION 4 CHAIN	REGION 4 INDEP	REGION 5 CHAIN	REGION 5 INDEP
SUPERMARKET 35%	5229	3070	2159	195	151	665	329	1115	641	694	844	401	194
TOB 3%	357	103	254	6	67	8	36	55	86	19	52	15	13
CONVENIENCE 33%	4834	1744	3090	121	208	401	833	423	980	614	751	185	318
GROCERY 11%	1606	109	1497	6	153	18	308	42	450	30	404	13	182
DRUG 3%	451	288	163	92	49	11	33	121	31	36	42	28	8
MASS MERCHANDISING 3%	503	410	93	48	14	52	16	191	33	67	28	52	2
HOTEL/AIR -	2	1	1	0	0	0	0	1	0	0	0	0	1
NEWS STAND	64	7	57	4	50	1	1	0	0	2	6	0	0
RESTAURANT	19	5	14	0	5	2	1	0	4	3	3	0	1
LIQUOR 4%	614	55	559	14	132	1	62	18	86	15	200	7	79
WHOLESALE	39	32	7	6	1	8	2	14	1	1	2	3	1
INDIAN RESERVATION 3%	387	45	342	5	40	1	1	38	250	0	19	1	32
OTHER 4%	564	147	417	32	164	16	84	19	41	73	110	7	18
GAS	147	79	68	19	13	7	9	16	14	35	29	2	3
TOTAL	14816	6095	8721	548	1047	1191	1715	2053	2617	1589	2490	714	852

Individual Promotions: 222C 222D
Trade Class by National\Regions

21,665 deals allocated

70% reported placements

42% chain
58% indep

21,665
14816
6,849

about 30% was not placed

35% supermkt

Source: https://www.industrydocuments.ucsf.edu/docs/kfgn0004